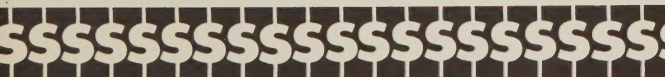


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DRY LIBRARY MATERIAL



Your Organization and the Business Management Program





Hundreds of Canadian business clubs and associations are

- *helping local businesses succeed and grow*
- *promoting interest in their associations*
- *attracting new members*
- *bringing good publicity for their association*
- *providing a continuing program which can be carried out with the minimum of work and cost*

by organizing business management courses in their community.

Here is information on how your association can also benefit from this program.

How the program works

Courses are prepared by recognized authorities in the field of business management, conducted by business or professional men who are skilled in the individual subject and are good discussion leaders.

Subjects offered are those in which the businessman is most vitally interested. They include Management Accounting, Retail Management, Marketing for Manufacturers, Purchasing for Manufacturers, Bookkeeping, Marketing for Service Businesses, Exporting, Personnel, Finance, and Taxation and Business Law.

Their variety, and the flexibility of the program, allow your association to provide a continuous program over a period of years, sponsoring one or two courses each season according to the needs of your members and other local businessmen.

The program is under the direction of a supervisor of Business Management Program in your provincial department of education.

He assists you in organizing courses by providing:

1. detailed information on courses
2. promotional material
3. qualified course leader
4. course materials

Experience in communities from coast to coast has proved that businessmen welcome the opportunity offered to obtain the business training this program of courses offers. To date, over 20,000 people from all parts of Canada have taken part in this program.

These courses use the modern case method technique. Representative business situations outlined and discussed strike right to the heart of the day-to-day experience of the average businessman. Guided by an experienced instructor, the free exchange of ideas proves stimulating to the individual and of lasting benefit to his business.

COURSES OFFERED

Management accounting

Shows how a businessman, regardless of his type of business, can use information contained in his own books of account to operate more profitably.

Retail management

Specifically designed for independent retailers to help them improve their marketing knowledge and decision-making skills. The emphasis is on developing a practical approach to major retailing problems and opportunities.

Marketing for manufacturers

Deals with certain proven approaches and techniques which can be put into effect by the owner/manager to help him sell and promote more effectively in competitive situations.

Marketing for service businesses

This course has been designed to find solutions to various marketing problems encountered by service businesses, in such areas as selection of service to be offered, pricing, and advertising.

Exporting

Objective of this course is to assist the independent manufacturer to take advantage of foreign sales opportunities by finding markets and gaining knowledge of them.

Personnel

Deals with approaches and methods owner/managers can use to get and keep the right kind of employees, and how to make the most profitable use of personnel.

Purchasing for manufacturers

Real opportunities for cost saving and profit improvement exist in the purchasing of raw materials, components, and supplies. This course shows the owner how to save time and money by avoiding the most serious problems.

Bookkeeping

This course teaches the fundamentals of bookkeeping and shows the businessman how to appraise his present accounting system and make needed improvements.

Finance and taxation

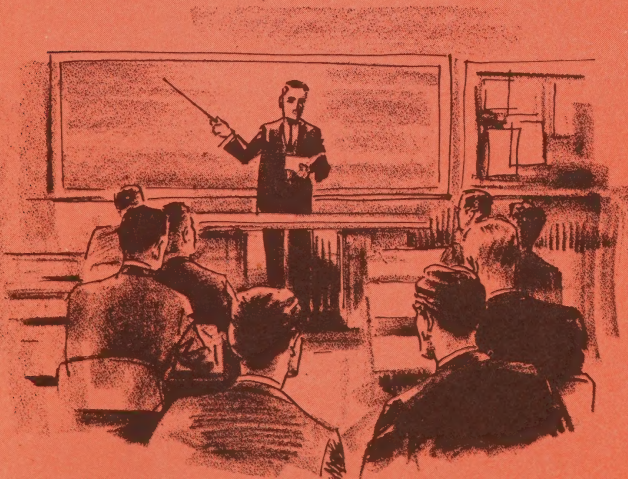
This course is designed to help businessmen make decisions that will improve their current financial position as well as take advantage of profitable investment opportunities.

Business law

To help the owner/manager deal more effectively with the legal aspect of his business problems.

Each course is divided into sessions of approximately 2 to 2½ hours each. Courses are frequently presented one evening per week for an average of ten weeks. They can, however, be given at times and dates arranged at the convenience of local businessmen, daytime or evening.

Courses are described at greater length in the special leaflet: "The Way To Profits" — copies are available on request.



HOW TO ORGANIZE A COURSE

The sponsor may be a group of local businessmen, a trade association, service club, or any interested individual or group prepared to carry out all the required procedures.

First step should be to appoint a sponsoring committee which would:

1. Select the most appropriate course (or courses) for your group.
 2. Determine dates, time, and location.
 3. Arrange for a suitable meeting room.
 4. Seek publicity support.
 5. Suggest a suitable course leader.
 6. Set registration targets.
 7. Collect registration fees.
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Selecting course

The choice depends upon needs and desires of membership. A merchants' association might wish to sponsor the Retail Management course; a manufacturing group courses related to that field. A very popular first course that appeals to all businessmen is Management Accounting.

Setting date and time

Courses should be arranged so as not to conflict with such periods as Christmas, Easter, or other busy seasons peculiar to the community involved. Past experience shows that September, October, January, and February are usually the best months. Remember, it takes about one month to organize, so be sure to plan early.

Arranging meeting room

This should be well lighted and ventilated, and suitable for meetings of up to 25 people. Table and chair arrangements should provide most effective participation by members; a blackboard is usually required.

Publicity support

Personal contact is usually the best method to promote course attendance, but additional and valuable publicity can usually be obtained through the co-operation of the press, radio, and TV. Sample brochures and other publicity support can be provided by the provincial supervisor.

Personal Contact – The sponsoring committee should telephone and visit prospective members, giving them a brief course outline, description of the instructor's background and a personal invitation to attend the course.

Brochures – An inexpensive brochure giving details as to where and when the course will be held and what it is all about can be sent to businessmen, followed up promptly by a personal visit or a telephone call from a committee member.

Advertisements – Local newspapers will often assist community projects with valuable public service support. Sample ads are available for your guidance.

Press Releases – These should contain key points about the course and other information of news interest to the community.

Scheduling of promotional support is all-important. Good planning and proper timing will give potential course members the opportunity to hear your story regularly and often.

A promotional program can be launched about one month ahead of the actual course starting date. **Note:** Any material you plan to prepare should be printed and ready for distribution well before the promotion starting date.

Course leader

The instructor should know the subject thoroughly, and it is useful if he has had prior experience in leading discussions. The provincial supervisor of Business Management Program who is responsible for locating and training the leader will appreciate your suggestions.

Registration targets

A minimum of 15 participants, and a maximum of 25, should be set. About 20 is an ideal figure. You should try to have this many at least a week before the course starts, giving you time for additional publicity if needed.

Registration fees

These are usually set at a rate to cover the costs of the instructor's fees, meeting room, publicity, etc. The sponsoring association collects the fee.

WHEN THE COURSE IS OVER

A single course can be extremely useful, but far more lasting value can be obtained from a carefully planned series covering each aspect of operating a business.

You can develop future plans by talking to participants of the first course, to sound out their subject preferences. Let them study the pamphlet: "The Way to Profits" and discuss follow-up courses they would like to take. You will be pleased to know how many people want to attend another course.

DEPARTMENT OF MANPOWER AND IMMIGRATION

Roger Duhamel, F.R.S.C.
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